

Do you know how your pricing compares to your competitors?



The Challenge

An industrial chemicals supplier had limited insight on its price positioning within the industrial market compared to their key competitors. The business believed they were priced too high relative to their competition and that they had been more aggressive with historical price increases, leading them to believe they could not make price adjustments without losing to the competition.

The Solution

We conducted a market research study to collect distributor and end-user perceptions via:

- 20 in-depth interviews with large distributors and end-users
- Online survey of 200 end-users
- Competitive web-scrape across 6 distributors

We learned the supplier's offerings were perceived as moderately priced compared to competitors, customers expect price increases, and they had room to institute additional pricing actions.

THE RESULTS

\$6M

Minimum pricing impact target



Market expects price increases



Competitive position supports price changes

Respondents indicated that most competitors had increased price 10% in the past 6 months, and that they expect continued increases in the next 6-12 months, with little to no decreases.

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